



CODIF

Technologie naturelle

CITYGUARD

A solution for tired and stressed looks.

Tone, heavy bags and sagging, wrinkles under the eyes,
youthfulness of the look.



Codif Laboratories have developed an anti-ageing and anti-pollution formula to treat sagging of eye contour.

An energising and enriched seawater diffused through a molecule which forms a second protective skin.

A toning action to combat the formation of wrinkles and heavy bags.

A reduction of bags volume **immediately** after application.

A **50%** improvement found in the youthfulness of the look.

REDUCES CUTANEOUS SAGGING UNDER THE EYES CAUSED BY AGEING AND POLLUTION

The skin of eye contour covers 22 muscles which are continually moving. To make this mobility possible this area is thinner and less dense in support fibres than other parts of the face. Therefore cutaneous sagging is frequently seen to appear around 40 years of age, very often aggravated by environmental factors such as pollution.

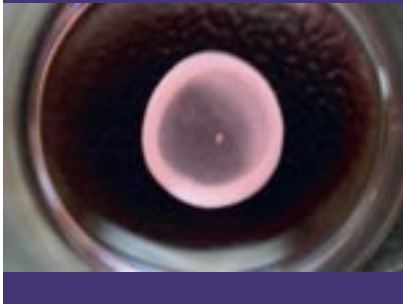
EXERCISES A TENSING EFFECT ON THE EXTRACELLULAR MATRIX

CITYGUARD+ stimulates synthesis of ATP, the only molecule able to polymerise actin fibres. These contractile fibres enable fibroblasts to contract which in return exercise a tensing effect on the collagen fibre network.

EVEN UNDER CONDITIONS OF POLLUTION ACCELERATED AGEING CITYGUARD+ STIMULATES ATP SYNTHESIS AND POLYMERISATION OF CONTRACTILE ACTIN FIBRES TO ACT AGAINST CUTANEOUS SAGGING.

State of dermis sagging as a function of age

3D dermis from a donor aged 18 years



3D dermis from a donor aged 37 years

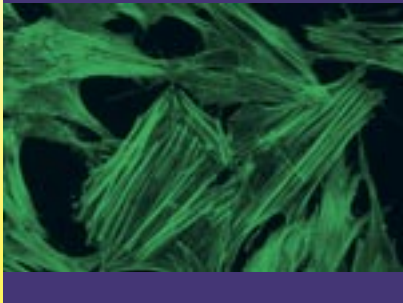


3D dermis from a donor aged 54 years

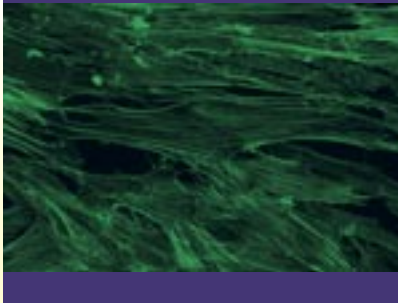


Visualisation of polymerisation state of contractile actin fibres as a function of age

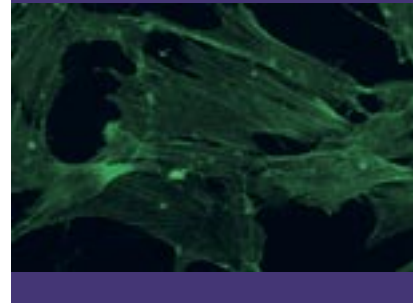
3D dermis from a donor aged 18 years



3D dermis from a donor aged 37 years



3D dermis from a donor aged 54 years



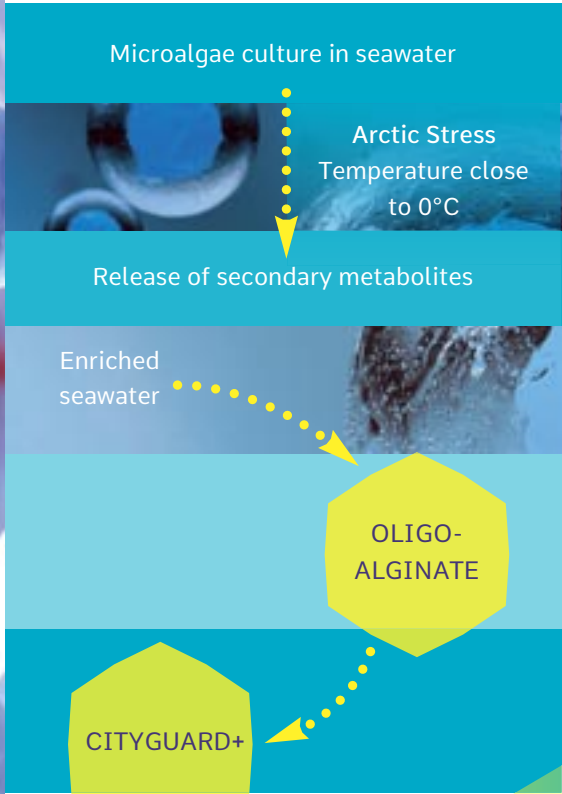
CITYGUARD+ is a novel complex consisting of two components of marine origin.

ENRICHED SEA WATER WITH ENERGISING PROPERTIES

In seawater we grow a microalgae whose genus is known to survive Arctic conditions, where the water temperature is close to 0°C. When the microalga is exposed to these conditions of Arctic stress at the end of the growing phase, it releases secondary metabolites such as biopterin, which is used by the mitochondria as a co-factor for ATP synthesis ^[1]. The microalga is then removed from the culture medium leaving seawater enriched in energising metabolites.

A HIGH MOLECULAR WEIGHT OLIGOALGINATE

Already known for its protective properties against pollution, this oligoalginate forms a second skin on the surface of the epidermis and acts as an invisible treatment mask by diffusing enriched seawater into the lower layers of the skin.



PRODUCT BENEFITS

POLLUTION PROTECTION
HEAVY BAGS
WRINKLES UNDER THE EYES

IN-VITRO

20% increase in ATP synthesis under pollution accelerated ageing conditions.
Reactivation of actin fibre polymerisation under pollution accelerated ageing conditions.
78% protection against sagging skin under pollution accelerated ageing conditions.

IN-VIVO

9%* increase on average and up to 50% increase in skin tone under the eyes after 28 days (cutometric analysis).
30%*** increase on average and up to 200% increase in the tone of the bag after 28 days (clinical technician analysis).

Evaluation of cutaneous relief under the eye after 28 days:

14%* reduction in roughness on average and up to 36% reduction.
11%* reduction in wrinkles on average and up to 39% reduction.

User assessment of product efficacy:

16% reduction in volume of bags immediately after application and up to 24% reduction after 28 days.
20% reduction in wrinkles under the eyes immediately after application and up to 32% reduction after 28 days.
40% improvement in the tired appearance of the facial look after 28 days.
50% improvement in the youthfulness of the facial look after 28 days.

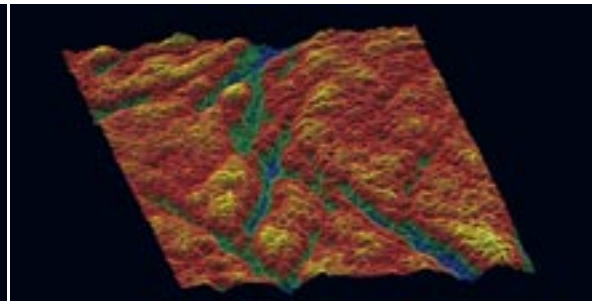
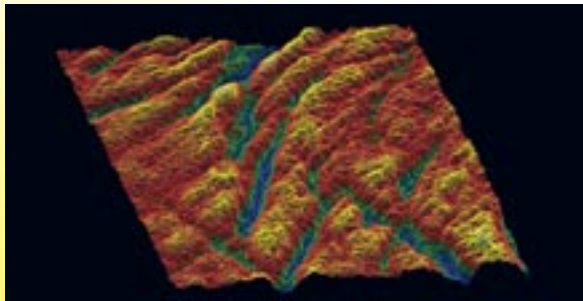
Evaluation of the efficacy of Cityguard+ on heavy bags and cutaneous relief under the eye.
Twice daily application of a formulation containing 1.5% CITYGUARD+ on the eye contour for 28 days.



D0



D28



HOW TO USE IT

Water soluble active to be used at 1.5% in:

An anti-ageing and anti-pollution formula combined with **EPS WHITE**.

An energising detoxifier in combination with **PHYCOJUVENINE**.

A daily anti-stress range combined with **AREAUMAT PERPETUA**.

INCI

CITYGUARD+ PE

sea water (and) water (and) hydrolyzed algin (and) phenoxyethanol (and) sucrose (and) ethylhexylglycerin

CITYGUARD+ PA

sea water (and) water (and) hydrolyzed algin (and) phenethyl alcohol (and) sucrose

INDICATIVE FORMULATION

Flash Defense Eyes Gel

Phase	Raw material / Trade name	INCI name	%
A	DEMINEALISED WATER	Aqua	88.35
	ELESTAB CPN (1)	Chlorphenesin	0.27
	EDETA BD (1)	Disodium Edta	0.10
	PHENOXYETHANOL (2)	Phenoxyethanol	0.66
B	CARBOPOL ULTREZ 10 (3)	Carbomer	0.25
C	SOUDE (SOLUTION 5 N) (4)	Aqua & Sodium Hydroxide	0.25
D	ZEMEA (5)	Propanediol	3.00
	POLYGLYCOL 6000 S (6)	Peg-150	1.00
E	PARFUM	Parfum	0.20
	SP PROCETYL AWS MBAL LQ – RB (7)	PPG-5-Ceteth-20	0.70
	COVABSORB EW (8)	PPG-26-Buteth-26 & PEG-40 Hydrogenated Castor Oil & Ethylhexyl Methoxycinnamate & Aqua & Butyl Methoxydibenzoylmethane & Ethylhexyl Salicylate	0.20
F	SOLUTION BLUE BLUE No1 CI:42090 0,1 POURCENT (9)	Aqua & CI 42090	0.52
	RHODOFILTRAT PALMARIA G (10)	Glycerin & Aqua & Palmaria Palmata Extract	1.00
	CITYGUARD +PE (10)	Maris Aqua & Aqua & Hydrolyzed Algin & Hydrolyzed Algae Extract & Phenoxyethanol & Ethylhexylglycerin	1.00
G	COVACRYL MV60 (8)	Sodium Polyacrylate	0.50
	GLYCERINE BIDISTILLEE CODEX (6)	Glycerin	2.00

(1) A.M.I. ; (2) BIOPHILL ; (3) GATTEFOSSE FRANCE SA ; (4) BRENNTAG ; (5) IMCD ; (6) QUIMASSO FRANCE EURL ; (7) CRODA FRANCE ; (8) LCW ; (9) UNIVAR ; (10) CODIF Recherche et Nature

PROCEDURE

- Heat A to 75°C while emulsifying at 500 rpm • Add B, leave to hydrate on the surface for 10 minutes and then emulsify at 1500 rpm for 10 minutes
- Add C and emulsify at 2000 rpm for 10 minutes • Cool while mixing to 35°C • Add the Phase D ingredients one by one over a 5 minutes period
- Add pre-mixed Phase E and emulsify for 5 minutes • Add the Phase F ingredients one by one over a 5 minutes period • Add pre-mixed Phase G in a defloculator at 1500 rpm for 15 minutes.



infotech@codif-recherche-et-nature.com

commercial@codif-recherche-et-nature.com

70, rue du Commandant l'Herminier - CS 11781 - 35417 Saint-Malo cedex - FRANCE

Tel : +33-2-23-18-31-07 - Fax : +33-2-23-18-31-01

www.codif-recherche-et-nature.com

